

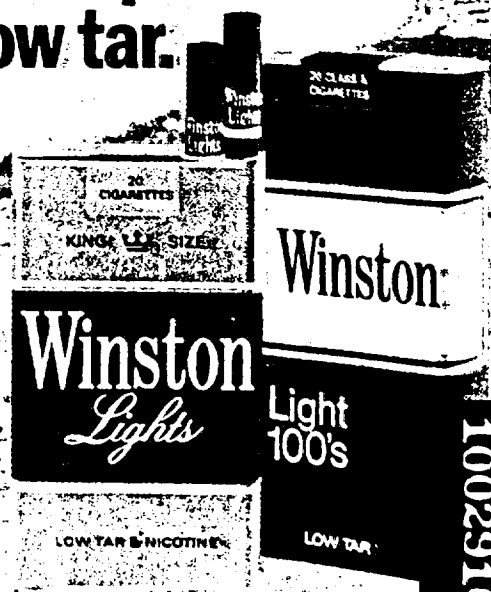


**No compromise**  
**Winston Lights didn't compromise**  
**on great taste to get low tar.**  
**Why should I?**

**Winston Lights taste good**  
**like a light cigarette should.**

LIGHTS: 13 mg. "tar", 0.9 mg. nicotine, LIGHT 100's: 13 mg. "tar",  
1.0 mg. nicotine, av. per cigarette, FTC Report MAY '78.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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